



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 06/09 thru 06/15
(prices in dollars per carton)

Fri. Jun 09, 2006

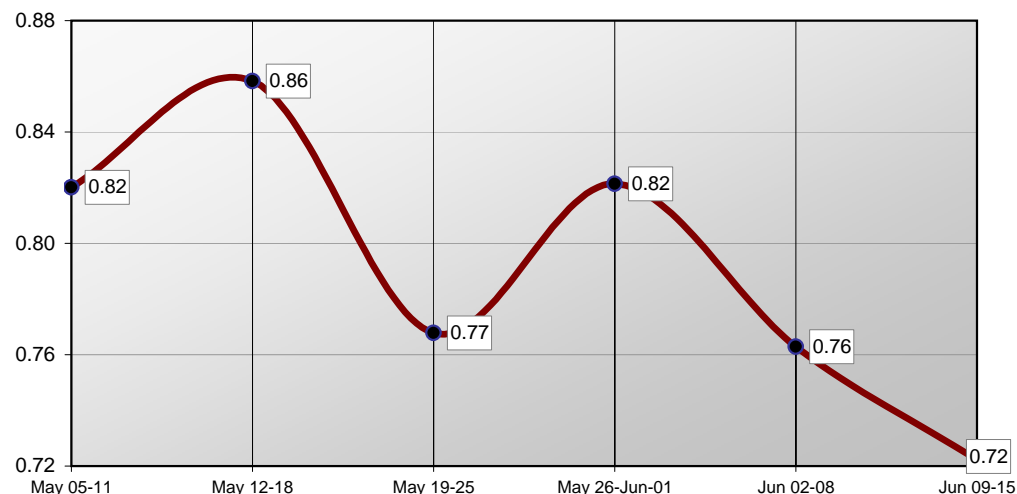
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		60.6% of 17,000 stores				48.9% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack	60	0.84	750	0.71	130	1.15	310	0.83
	White 18 pack	110	0.98	440	0.99			930	1.15
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	160	0.90	1,590	0.73	330	0.89	2,400	0.77
	White 18 pack			1,480	1.11	120	1.00	560	1.01
	Brown 12 pack								
SPECIALTY	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack	260	3.13	820	3.04	380	4.00	2,540	3.17
	OMEGA-3								
	White 12 pack	200	2.50	1,160	2.18	60	2.50	930	2.28
	Brown 12 pack					590	2.36	590	2.36
	CAGE-FREE								
	White 12 pack								
	Brown 12 pack			560	2.40			1,720	2.40
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				4,590		4,780		Large Eggs on	
Specialty Shell Eggs				3,000		6,810		Jun-05-2006	
Total (including Medium)				7,750		11,610		392.9	
Special Rate 4/:				22.3%		2.9%		up 6%	

5/: Inventory in thousands of 30-dozen cases.

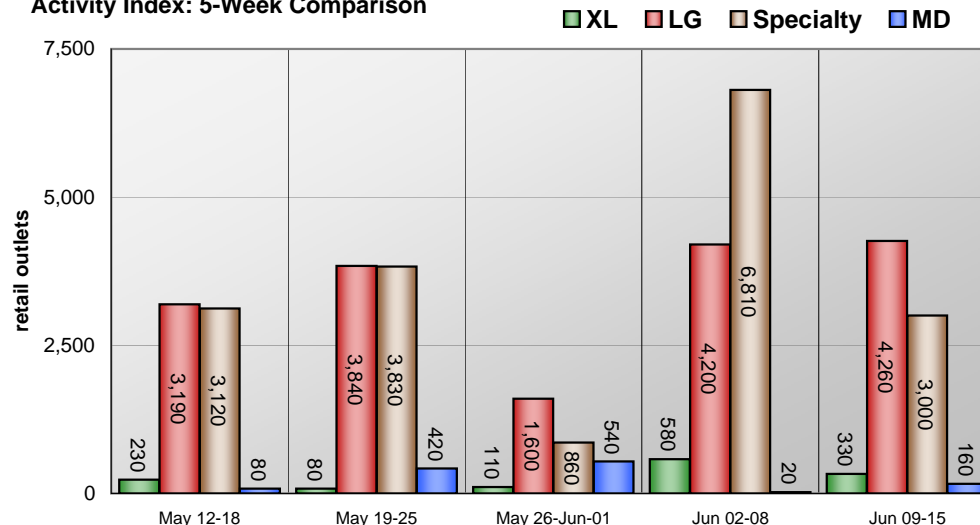
Shell Egg Featuring - 06/09 thru 06/15

Shell egg feature activity is sharply lower this week despite a significant increase in ads for Grade A white eggs in 18 packs over last week. Notably, Grade AA 18 pack eggs are being featured as "Buy 1 - Get 1 free". The average price on Grade A large white eggs to consumers is lower compared to a week ago. Except for in the Midwest, well over half of sampled outlets in each remaining region are conducting shell egg features. Promotions of Omega-3 white eggs reclaimed the top spot in the specialty egg sector although USDA Organic and cage free brown eggs are still highly visible.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		65.5% of 3,900 sampled outlets						66.1% of 4,700 sampled outlets						37.8% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,470 (includes Medium)						Activity Index = 1,950 (includes Medium)						Activity Index = 1,040 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.59 - 0.85	140	0.72				0.59 - 0.79		0.72				0.69		0.69
	White 18 pack										0.99	40	0.99		0.98	10	0.98		
	Brown 12 pack																		
MEDIUM		White 12 pack			0.69	70	0.69	White 12 pack			0.69		0.69	White 12 pack					
USDA GRADE A	White 12 pack	0.89	20	0.89	0.49 - 1.00	390	0.86	0.88	50	0.88	0.49 - 1.00	1,030	0.70	0.78	20	0.78	0.49 - 0.69	30	0.67
	White 18 pack				0.99	110	0.99				1.00 - 1.49	590	1.39				0.77 - 0.98	280	0.90
	Brown 12 pack																		
MEDIUM		White 12 pack			0.59	20	0.59	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																2.48 - 2.79	280	2.49
	Brown 12 pack	3.59	110	3.59	2.99 - 4.00	310	3.62	2.79	150	2.79									
	OMEGA-3																1.99 - 2.29	190	2.05
	White 12 pack	2.50	200	2.50	1.99 - 3.49	800	2.26				1.99	80	1.99						
	Brown 12 pack																		
	CAGE-FREE																1.99 - 2.50	230	2.26
	White 12 pack				2.00 - 2.69	300	2.50				2.49 - 2.50	10	2.50						
	Brown 12 pack																		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		59.8% of 2,700 sampled outlets						61.2% of 1,900 sampled outlets						79.2% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,330 (includes Medium)						Activity Index = 600 (includes Medium)						Activity Index = 360 (includes Medium)					
USDA GRADE AA	White 12 pack	0.84	60	0.84	0.50 - 0.69	240	0.65				0.75	20	0.75				0.48 - 1.00	350	0.75
	White 18 pack	0.98	100	0.98	0.99	80	0.99				0.99	310	0.99				0.99	10	0.99
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.88 - 0.99	70	0.96	0.50 - 0.88	140	0.55												
	White 18 pack				0.69 - 1.49	500	0.94												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack			#### - 0.99	70	0.92	White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.48 - 2.99	50	2.60				2.99	180	2.99						
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.99	10	1.99				1.99	80	1.99						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				1.29	10	1.29				3.29	10	3.29						
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

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